

BASIC MENTHOL INCENTIVE PROMOTION - 1 PACK WITH LIGHTER**\$1.2 MILLION BUDGETED**

75,000 20 DEAL DISPLAYS (1.5 MILLION DEALS)

19,000

ITEM	UNIT COST	TOTAL COST
LIGHTER	0.55	825,000
PACKAGING	0.11	165,000
ASSEMBLY	0.14	210,000
TOTAL	0.80	1,200,000

BASIC MENTHOL PRODUCT PROMOTION - B1GIF**\$900,000 BUDGETED:**

60,000 20 DEAL DISPLAYS (1.2 MILLION DEALS)

37,000

ITEM	UNIT COST	TOTAL COST
FREE PACK	0.38	456,000
TAX	0.32	384,000
PRE-CON LABOR	0.14	168,000
TOTAL	0.84	1,008,000

BASIC MENTHOL LIGHTS PRODUCT PROMOTION - B2G1F**\$1MILLION REMAINING FROM DEC PROMO BUDGET**

60,000 B2G1F 20 DEAL DISPLAYS (1.2 MILLION DEALS)

99,000

ITEM	UNIT COST	TOTAL COST
FREE PACK	0.38	456,000
TAX	0.32	384,000
PRE-CON LABOR	0.14	168,000
TOTAL	0.84	1,008,000

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